

**TABLE 8 - MARKETING AFVS TO PRIVATE FLEET MANAGERS:
SUCCESSFUL "ADVANCING THE AFV CHOICE" EVENTS**

Dallas-Fort Worth Clean Cities

Dallas-Fort Worth Clean Cities held one of the first "Advancing the Choice" events in the country. The event was particularly timely because the Dallas-Fort Worth area had been recently reclassified as a "Serious" nonattainment area for the pollutant ozone. As a result of the reclassification, the Texas Clean Fleet Program went into effect requiring fleets of certain sizes to purchase low emission vehicles.

Sixty-eight attendees heard presentations by the Texas Natural Resource Conservation Commission, the U.S. Environmental Protection Agency (EPA), auto manufacturers, and fuel providers.

The prototype agenda developed by the Department of Energy was modified to allow a comprehensive explanation of the Texas Clean Fleet Program and EPA's Revisions to Memorandum 1-A. In order to stay within a reasonable time frame, the event was held in the afternoon and light refreshments were served, rather than a full meal. During breaks, attendees were able to discuss alternative fuels and vehicles with the presenters on a one-on-one basis.

The Ride and Drive featured the CNG Honda Civic, propane Ford F250, a CNG Chevrolet S10, and a pickup converted to electricity by a local municipal government.

A Thank you letter and Evaluation form were mailed following the event. Because of the varying levels of AFV understanding, survey responses covered the entire spectrum. Some thought the agenda included too many speakers taking too long, and others thought there were too few speakers with not enough time! They also mentioned heavy-duty and specialty vehicles as additional topics for future events.

Tips for a Successful Event

Mailing List Sources:

- National Association of Fleet Administrators
- DOE Clean Cities Yellow Pages Database
- Stakeholders
- Equipment Maintenance Council
- Leads from the Vehicle Dealers and Fuel Providers
- Yellow Pages Research for Targeted Fleets

Contacts:

"Save the Date" mailer
Invitation
Telephone calls, if needed.

Information and Speakers:

Timely
Comprehensive
Valuable, pertinent to their situations.
Taylor the information to the audience's level of understanding, if possible.

Ride and Drive:

Variety of vehicles

Evaluation form:

Evaluate speakers' topics and time allotments.
Solicit suggestions for future workshop topics.
Gauge level of AFV experience and size of AFV fleet.

Other:

Be very professional.
Respect their time.

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